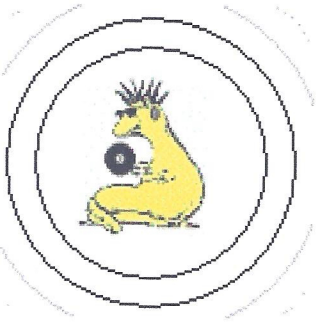
University of California Radio Network

You're invited to attend an informal day of networking and discussion with your student radio colleagues. It's the spring 2013 UC Radio Network Conference, hosted by UC Santa Cruz **KZSC 88.1 FM**



DATE: Saturday, April 6th
LOCATION: UC Santa Cruz; assemble at the KZSC Studios.
ADDRESS: Near Crown College (directions below)
BREAKFAST & LUNCH: Courtesy of UCSC Catering

OUR THEME: "Music Presentation on the Radio: Past, Present & Future"

TIME	LOCATION	GUEST SPEAKER	TOPIC
9 AM - 10:30 AM	Breakfast Tour / Meet and Greet at KZSC Station		
10:30 AM - 11:30 AM	Merrill College	Filmmaker & UC Berkeley alum Eric Christensen	"The Album's Place On The Radio Today", including highlights from his documentary, "The Cover Story: How Iconic Album Covers Came To Be".
11:30 AM - Noon	Merrill College	KZSC student Station Manager Valerie Ross	Station introductions/guests
11:30 AM - Noon	Merrill College ROOM 003	KZSC Broadcast Advisor Michael Bryant with guest media law attorney Michael Couzens	Radio Station Steering Committee roundtable discussion: "Broadcast License Renewal 2013: What Does the FCC Need?"
Noon - 1:30 PM	Crown/Merrill Dining Hall	Lunch, Live DJs, Student Networking Opportunities and Music Trivia Contest!	
1:30 PM – 2:30 PM	Merrill College	Eva Papp, Spinitron Company of Boston	"Digital Media & Social Networking in Today's College Radio World"
2:30 PM - 3:45 PM	Merrill College ROOM 003	Erica Olson (KSPC, Pomona) KZSC student staff members and Nada Milijkovic host of "Artists on Art"	"Putting Musicians on The Air Live: Performance & Interview Techniques"
2:30 PM - 3:45 PM	Merrill College ROOM 002	KZSC student staff members & hosts of "Closet Free Radio" Kai & Richard	"Diversity Within Your Program Schedule" covering both talk programming and presenting world music to an audience who may not know the language.

2:30 PM - 4:45 PM	Merrill College ROOM 130 (buttons) ROOM 132 (patches)	KZSC student design staff members	"Do It Yourself…For Your Station" an opportunity to design one-of-a-kind items to promote your radio station. Screen-printing and button making materials will be provided.
3:45 PM – 4:45 PM	KZSC Building	All attendees	Additional opportunity to network, talk with guest speakers and exchange station materials.

DIRECTIONS TO KZSC Radio

From the Bay Area: Highway 17 south to Highway 1 north

From the South: Highway 101 north to Highway 129 north to Highway 1 north

Follow Highway 1 north as it turns right at the top of a large hill and becomes Mission Street. Take it for approx. 4 stoplights to BAY Street.

Right on Bay and take Bay all the way up hill, through the light at the entrance to the University, and keep going. The street name is McLaughlin.

Continue straight up the hill until you reach the second stop sign: Chinquapin.

Right on Chinquapin to 1st stop sign (no street name here). Turn right and then immediately go left down into a large parking lot. Go to end of parking lot and park.
Look up to your right and you will see two redwood buildings. KZSC is the one on the right.

Problems? Call KZSC Folks at:
Broadcast Adviser Michael Bryant: [redacted]
Station Lobby: (831) 459-2811
Station Manager Valerie Ross [redacted]
Conference Coordinator Mackenzie Boyle: [redacted]